FSC-139-B	8/28/97
SUBJECT: Trade Communications	

DISTRIBUTION:

X	AVP	X	KAM	X	DM
X	RSM	X	AM	X	RM
X	RBM	X	AE		Sales Rep
X	ROM				Retail Rep

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Objective: To communicate upcoming RJR Trade Advertising and the Trade Marketing information that will be available on RJR's Internet Home Page.

Purpose: Provide you the information prior to the Wholesale and Retail community seeing the information.

Trade Advertising

Attached is a copy of the Trade Ad, "Fear of the Newfangled?", that will be placed in the September/October issue of *U.S. Distribution Journal* and the October issue of *Distribution Channels*.

This is the same ad that previously ran in the July/August editions of both publications with the following new verbiage:

> The side bar commentary introduces "Frontline -- The Power of Informed Decisions" that will be available on RJR's Home Page on the Internet.

Trade Marketing Internet Information

Beginning August 27, 1997, R. J. Reynolds Tobacco Company's new Internet address will be **www.rjrt.com**. A Trade Marketing icon will be available to access information under Retail and Wholesale.

It is our intent to provide a fast and efficient way for the retail and wholesale community to get information via using the fast-growing Internet technology application. The type of information available will support the initiatives you are discussing with your customers. The information content will be changing every three to four months to maintain user interest. You will be advised when new information becomes available. The first information (now available) is as follows:

- Retail
  - A copy of the "Hindsight is 70/30" Trade Ad (see attached) that ran in the July issues of *Convenience Store People*, *Convenience Store News*, *and National Petroleum News* that addresses exclusivity. A shortened version of the PM-Exclusively Rebuttal currently in "CAPS".
- Wholesale
  - A copy of the Trade Ad, "Fear of the Newfangled?".
  - R. J. Reynolds Tobacco Company: EDI Partner Program (see attached).

In order to make both our major retailers and wholesalers aware of this new information service, a letter from Jim Maguire, along with a computer keyboard calendar strip showing RJR's Home Page address (see attached) will be mailed the week of September 2, 1997, to the following:

- Top 150 Retailers
- All Domestic Direct Buying Customers

Program Contact(s): Jim Perry-NESA (ext.4360), John Barnhardt-SSA (ext.7161)
Rich Pettorini-WSA (ext.1052), Bill Duffy-MWSA (ext.5776)

R. J. REYNOLDS TOBACCO COMPANY

Attachments

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Source: https://www.industrydocuments.ucsf.edu/docs/flbn0000